

Catalog

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CVIII

NEW YORK, DECEMBER 26, 1925

No. 26

FOURTH EDITION IN FIVE WEEKS

A book for every type of reader. One that stores have sold, and will sell through the year in twos, threes, fours, fives and sixes for gifts. Here is plus business,—plus.



“So when they
acquitted me
I kissed the
judge”

—and everybody had tears
in their eyes. You, gentle
reader, will have tears in
your eyes long before you
reach that part of

“GENTLEMEN PREFER BLONDES”

The Intimate Diary of a Professional Lady by Anita Loos

It's a book about the cutest, dumbest and
most efficient little gold-digger of the ages.

Read it—give it.

\$1.75

—and oh!
RALPH BARTON
did the pictures



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GOOD BOOKS

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part of a
big campaign

PACE-MAKERS FOR THE NEW YEAR

Out January 7th

THE SEVENTH PASSENGER

By ALICE MacGOWAN and PERRY NEWBERRY

What better than a good mystery story for winter nights? Here's the famous Jerry Boyne again in a story of political trickery that moves faster than anything the authors have yet devised. Everybody who followed the keen Irish detective from "The Million-Dollar Suitcase" to "Shaken Down" will be eager for this. Net \$2.00.

SLEEPING DOGS

By MABEL BARNES-GRUNDY

Husbands tired of restless wives and wives tired of stuffy husbands will chuckle over this. It's the story of Penelope and Sylvia who ran away to Switzerland irritated at the slowness of Adam and John—and what they found when they returned. A sure first-aid to a sense of humor.

Net \$2.00

443-4th Ave.

FREDERICK A. STOKES COMPANY

New York

*B*EGINNING Sunday, January 3, Dr. S. Parkes Cadman, who has thrilled millions each week over the radio, will answer questions every day in his column in the New York Herald Tribune.

DR. CADMAN is another of the important men, leaders in their field, who are now writing for the New York Herald Tribune. A little over a year ago, another great authority came to the Herald Tribune. On September 21, 1924,

• STUART SHERMAN •

took over the editorship of "Books," the New York Herald Tribune weekly literary review.

Mr. Sherman was for many years head of the Department of English of the University of Illinois. He is a frequent contributor to magazines like the Atlantic Monthly, and Scribners, and the author of "Americans," "Genius of America" and "My Dear Cornelia".

Stuart Sherman has been called "the clearest critical voice in America". Under his leadership, "Books" has rapidly taken first place among book reviews. It is regarded by thousands as the most interesting and the most authoritative of contemporary literary reviews. •

For the best news of books, see

BOOKS

with the

New York Herald Tribune

EVERY SUNDAY

Two of the Early 1926 Novels

January 9th Publication

The GHOST of GALLOWS HILL

by
STANLEY HART CAUFFMAN

Author of
"AT THE SIGN OF THE SILVER SHIP"

A thrilling tale of romantic adventure in and about Philadelphia just before the Revolutionary War. Powerfully written with a keen knowledge of the people and the period. \$2.00



January 23rd Publication

THE HOUSE

by
GRACE KELLOGG GRIFFITH

Author of
"THE MOULD"

In this novel of courtship and married life, the author tells the story of an average American family. Not one disturbing development is brushed aside or glossed over.

A tragedy of excessive domesticity.

\$2.00

THE PENN PUBLISHING COMPANY
PHILADELPHIA

**A Thrilling Novel of Breath-Taking Adventure
by the author of THE SEVEN SLEEPERS**



Ready January 2. \$2.00

**A Thrilling Novel of Breath-Taking Adventure by
the author of THE SEVEN SLEEPERS**

THE LITTLE WHITE HAG

by **FRANCIS BEEDING**

☞ When we published Mr. Beeding's thrilling tale of "The Seven Sleepers", we told you that it promised to be one of the first big "best-sellers" of 1925. That our faith was justified was shown by the fact that four large printings were required to fill our orders.

☞ In **THE LITTLE WHITE HAG** Mr. Beeding has again demonstrated his ability to tell a thrilling tale in an engrossing manner. We believe that after you have read this novel of the hair-raising adventures of two Americans, a government agent and a banker, in their pursuit of an international "Ring" of opium smugglers, you will agree that it will sell as well or better than "The Seven Sleepers."

☞ Published early in 1926, when there are few new books on the market, and backed by intensive advertising, **THE LITTLE WHITE HAG** is certain to have a wide sale. We shall do our best to "put it over", and we feel certain that our advertising will create a demand for

THE LITTLE WHITE HAG

By FRANCIS BEEDING

Ready January 2. \$2.00

Boston LITTLE, BROWN & COMPANY Publishers



The Backbone of your Spring Sales

APPASSIONATA

by

FANNIE
HURST

\$2.00

EVERYWHERE



I take special pride and pleasure in announcing this new and characteristic novel by one of America's favorite writers of fiction.

Fannie Hurst has never disappointed her large and enthusiastic following. But with the publication, two years ago, of *Lum-mox* she loomed forth as more than a popular story teller: that novel both here and in London won great and widespread critical acclaim, no less than huge sales.

Appassionata—the story of Laura Regan, "one of the lovely Regans," and her amazing journey through life cannot help but solidify the enviable position Miss Hurst has already attained. And I doubt not that it will win her, no less than new critical laurels, that increase in popularity as evidenced by sales, that has followed the publication of each succeeding book from her pen.

12mo, cloth, 320 pages

Appassionata

Published January 23rd

ALFRED A. KNOFF, 730 Fifth Avenue, NEW YORK

In Canada from The Macmillan Co. of Canada, St. Martin's House, Toronto

POSSIBLE
HUSBAND
BY ART
TUCKER

The
Splendid

25 new Doubleday

Out of the 58 new books we are publishing this Spring, 25 are by authors new to our lists.

.....

Some of these new names are well known to you: COSMO HAMILTON, VINGIE E. ROE, T. S. STRIBLING, EDGAR WALLACE, GERALD BULLETT, ANGELO PATRI.

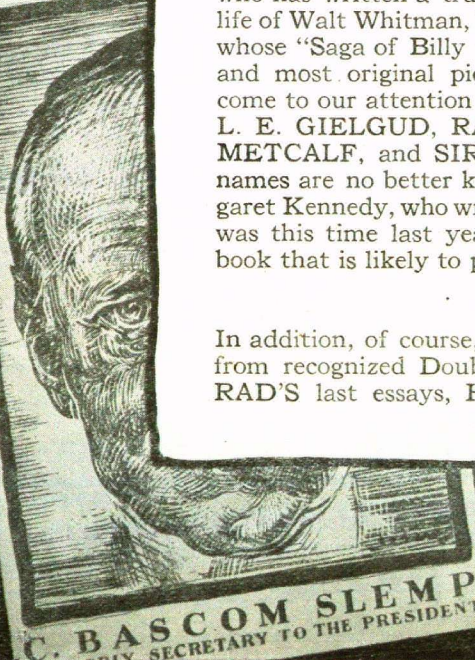
.....

Others of these new comers are just started on their way to sure fame: CAMERON ROGERS, who has written a true American biography in his life of Walt Whitman, WALTER NOBLE BURNS, whose "Saga of Billy the Kid" is one of the best and most original pieces of Americana that has come to our attention in years. IDWAL JONES L. E. GIELGUD, RADCLYFFE HALL, JOHN METCALF, and SIR HECTOR DUFF—whose names are no better known now than that of Margaret Kennedy, who wrote "The Constant Nymph," was this time last year—but each of them has a book that is likely to prove a sensation.

.....

In addition, of course, we have many strong titles from recognized Doubleday, Page authors: CONRAD'S last essays, HENRY FORD'S sequel to

THE MINT
PRESIDENT



Comany Stain
Christopher M

BONANZA

STORY
OF THE
D TRAIL

Names on the Page Spring List!

"My Life and Work," new books by A. P. HERBERT and CHRISTOPHER MORLEY, MAURICE BARING'S new novel that is making such a success in London, a splendid novel by KATHLEEN NORRIS and swift sellers by H. RIDER HAGGARD, SAX ROHMER, WILLIAM MacLEOD RAINE and CLARENCE E. MULFORD.

.....

Besides we're going to keep CHRISTOPHER MORLEY'S "Thunder on the Left", the 3rd volume of the "Page Letters" and TARKINGTON'S "Women" up among the "best-sellers" all Spring.

.....

In rough justice to ourselves we must point out that the "best-seller" at Baker and Taylor's last Spring was one of our books, and in further rough justice we must admit that another one of our books was the best-seller at Baker and Taylor's all last Fall. In rough justice to other publishers' wares we must concede that only 11 out of the 99 best-sellers at Baker and Taylor's last Fall were published by

Doubleday, Page & Co.

P. S. "Rough Justice," by the way, is the title of C. E. MONTAGUE'S new novel, which just arrived in ms. for our Spring list. It is a wonder!

D. P. & Co.

ISON
THAYER
AUTHOR OF
RY OF THE 1312 FLOOR" etc.

A NOVEL
BY SIR
HECTOR
DUFF

G LEC



RAVES

Ready Early in January

THE WHISPERING CANYON

by

JOHN MERSEREAU

A thrilling story of the famous redwood country, depicting these great sentinels of ages gone by, now doomed to an ignominious death at the hands of the ruthless lumber interests. The Whispering Canyon, the sole heritage of Antonia Lee has so far remained untouched and the tremendous struggle of the girl to withhold it from the merciless grasp of the unscrupulous lumber king, together with the beautiful love story running through it, make this book a masterpiece of drama and romance.

Net \$2.00



THE LIMPING MAN

by

FRANCIS D. GRIERSON

A mystery story that withholds nothing from the reader—and yet baffles him to the end. Every material bit of evidence is put into his hands as soon as into Inspector Sims'; yet so cleverly is the tale woven that not until the final pages does he suspect the identity of the Limping Man and the solution of the Abbeymead secret.

Net \$2.00

Edward J. Clode, Inc., Publishers, New York

The PUBLISHERS' WEEKLY

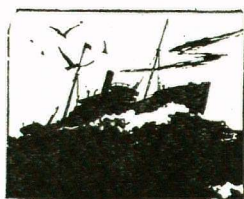
THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, DECEMBER 26, 1925

A Trip Around the World

A Selected Bibliography

Ruth Bird



PART I

General Travel Works

BARING, MAURICE.

"ROUND THE WORLD IN ANY NUMBER OF DAYS."

1914. *Houghton*, \$1.25.

"Humorous and clever comments on people and places and bits of genuine serious description, all of which contain a surprising amount of atmosphere and experience, are to be found in this short diary of a trip around the world."—*Booklist*.

BEACH, J. W.

"MEEK AMERICANS, AND OTHER TRIFLES."

1925. *University of Chicago Press*. \$2.

"A dozen essays about Americans abroad—especially the meek Americans who fall under the spell of the countries they visit."—*Book Review Digest*.

FOSTER, H. L.

"BEACHCOMBER IN THE ORIENT."

1923. *Dodd*, \$3.

"An entertaining account of vagabonding thru China, Siam, and Malaya. Written in informal narrative style. . . ."—*Wisconsin Library Bulletin*.

GREENBIE, M. B.

"IN THE EYES OF THE EAST."

1921. *Dodd*, \$3.50.

Rather informal record of personal experiences with chapters on India, Japan, China, and the Taj Mahal. Intimate in its treatment, and for that reason rather fascinating reading.

GREENBIE, SYDNEY.

"PACIFIC TRIANGLE."

1921. *Century*, \$4.

"A travel book with the international aspects emphasized."—*Booklist*.

HUCHEL, OLIVER.

"SECRET OF THE EAST."

1924. *Crowell*, \$3.50.

Sketches of many Oriental countries, India, Philippines, Japan, China, Java, and Palestine, that are beautifully done, with an attempt to bring the reader to a more definite conception of the spiritual and social ideal of the different peoples. An important chapter on Gandhi.

JENKINS, ROLLAND.

"MEDITERRANEAN CRUISE."

1923. *Putnam*, \$3.50.

Beautifully illustrated descriptive book on Mediterranean points of interest for travelers. A guide-book for tourists.

JOHNSTON, SIR HARRY, ED.

"WORLD OF TODAY."

1924. 4v. *Putnam*, \$5 ea.

Countries discussed in an interesting manner, with each city or part of country taken up separately. Encyclopedic in form, but never dull. Many lovely illustrations.

KEYSERLING, COUNT HERMANN.

"TRAVEL DIARY OF A PHILOSOPHER."

1925. 2v. *Harcourt*, \$10.

A diary that is an intimate reaction to each country written in a readable style. Keyserling gives a record of his impressions, emotions, and thoughts as called forth by his experiences.

KIPLING, RUDYARD.

"LETTERS OF TRAVEL," 1892-1913.

1920. *Doubleday*, \$1.90.

Letters that tell intimate stories of travel all over the world. Latter part treats of the East.

LORENZ, D. E.

"NEW MEDITERRANEAN TRAVELER."

1922. *Revell*, \$3.50.

Practical handbook for tourists with places of the most interest described. Useful maps.

LUCAS, E. V.

ROVING EAST AND ROVING WEST."

1921. *Doran*, \$2.

"Indies, America and a bit of Japan are sketched in for lovers of the tiger hunt, the beauty of the Taj Mahal or the Metropolitan Museum of art treasures."—*Booklist*.

NORTHCLIFFE, A. C. W. H. 1ST VISCOUNT. "MY JOURNEY ROUND THE WORLD."

1923. *Lippincott*, \$4.

"Diary of Northcliffe, written for his family to take the place of letters, in 1921-22. Gives a clearcut impression of a forceful personality as well as a keen commentary on everything that came under his observation."—*Booklist*.

PRIOLEAU, JOHN. "ADVENTURES OF IMSHI; A TWO-SEATER IN SEARCH OF THE SUN"

1923. *Little*, \$5.

"Written with much charm and lightness of style and a joyous sense of humor. Mr. Prioleau has a happy temperament which likes everything foreign and picturesque, and in the holiday mood in which his book is written even mud and rain and broken springs are treated as trifles."—*Literary Review*.

TOMLINSON, H. M.

"TIDE MARKS."

1924. *Harper*, \$3.

"An impressionistic account of a journey thru the Suez canal down the Red Sea and across the Indian Ocean to the Moluccas and other islands of the Malay archipelago."

—*Book Review Digest*.

BLASCO IBÁÑEZ, VICENTE.

"MARE NOSTRUM."

1919. *Dutton*, \$2.

"The mythology and history of the Mediterranean form the rich background for a war novel whose main character, a sea captain, supplies petrol to the German submarines at the instigation of an alluring woman."—*Booklist*.

McFEE, WILLIAM.

"AN OCEAN TRAMP."

1921. *Doubleday*, \$2.

"A remarkable commentary upon sea life and sea character."—*Literary Review*.

Art and Poetry

BRYANT, MRS. L. (M.)

"WHAT PICTURES TO SEE IN EUROPE."

Rev. ed. 1919. *Dodd*, \$2.

"Intended as a guidance to traveler or reader desiring a superficial knowledge of the world's best pictures; this edition substitutes Spanish galleries for the German given in edition of 1910."—*A. L. A. Catalog*.

LUCAS, E. V.

"WANDERER AMONG PICTURES."

1924. *Doran*, \$5.

"Altogether a book to be highly recommended to any one intending to tour Europe who does not want to miss the magical creations of the painter's brush, which we inevitably think of at the very sound of the word 'Europe'."—*Literary Review*.

REINACH, SALOMON.

"APOLLO; AN ILLUSTRATED MANUAL OF THE HISTORY OF ART THRUOUT THE AGES."

1924. *Scribner*, \$2.

Very thoro and well-illustrated treatment of the art of the world which is both readable and easy to carry.

RICHARDS, MRS. WALDO.

"MAGIC CARPET; POEMS FOR TRAVELERS."

1924. *Houghton*, \$3.

A well thought out little collection of poems on travel and the different countries all over the world. Handy to have near when traveling because of its size and the fact that the poems are selected with such admirable discrimination.

New York City

BERCOVICI, KONRAD.

"AROUND THE WORLD IN NEW YORK."

1924. *Century*, \$5.

"Surely here is a book without which no out-of-town person can in the future care to come to New York, and from which native New Yorkers will glean much startling information."—*Bookman*.

DREISER, THEODORE.

"COLOR OF A GREAT CITY."

1923. *Boni*, \$3.50.

Like his title, Dreiser's book is a colorful treatment of phases and moods of New York city. The illustrations are notable.

HENDERSON, H. W.



"LOITERER IN NEW YORK."

1917. *Doran*, \$4.

Treats the city in its different aspects and vicinities rather fully with some history, also. Of particular interest to those who wish to become familiarized with places of interest.

KERFOOT, J. B.

"BROADWAY."

1911. *Houghton*, \$3.

This book is a rather informal and really appreciative sketch of the spirit of Broadway in New York. Unusually fine drawings by L. G. Hornby.

McINTYRE, O. O.

"WHITE LIGHT NIGHTS."

1924. *Cosmopolitan Book Corp.*, \$2.

"McIntyre has caught the spirit of Gotham's main thoroughfare, the spirit that makes it as different from Main Street in some ways as it is similar in others. 'White Light Nights' is the paean of an ordinary man no doubt most appreciated by non-New Yorkers."—*Literary Review*.

SHACKLETON, ROBERT.

"BOOK OF NEW YORK."

1917. *Penn Pub. Co.*, \$3.50.

Illustrated with photographs and drawings by R. L. Boyer. A glorified guidebook written in a readable style discussing history and places of interest in different parts of the city.

Cuba and Panama

BISHOP, FARNHAM.

"PANAMA PAST AND PRESENT."

1916. *Century*, \$1.75.

Short historical and geographical treatment of Panama with description of life on the Isthmus. Style not particularly readable but informing.

BULLARD, ARTHUR. "PANAMA; THE CANAL, THE COUNTRY AND THE PEOPLE."

Rev. ed. 1914. *Macmillan*, \$3.

History of the country, the people and the building of the canal written in readable style.

FRANCK, H. A.

"ROAMING THRU THE WEST INDIES."

1920. *Century*, \$5.

Popular and readable treatment with innumerable illustrations. Description of the city of Havana of particular interest.

GRAHAM, STEPHEN.

"IN QUEST OF EL DORADO."

1923. *Appleton*, \$2.

"A fascinating book, in which the two strands, historical and modern, are dexterously interwoven."—*New Statesman*.

HERGESHEIMER, JOSEPH.

"SAN CRISTOBAL DE LA HABANA."

1920. *Knopf*, \$2.

"Mr. Hergesheimer, translating the spell of Havana into words of great imagery and color, has visualized its wonderful charm."—*Bookman*.

MARDEN, P. S.

"SAILING SOUTH."

1921. *Houghton*, \$3.50.

Of interest to the traveler because in a very readable way it outlines a trip from the United States to Cuba and on to Panama, later discussing other of the West Indies.

VERRILL, A. H.

"CUBA PAST AND PRESENT."

1920. *Dodd*, \$2.

Of particular interest as a guidebook for tourists, with many photographic illustrations.

VERRILL, A. H.

"PANAMA PAST AND PRESENT."

1921. *Dodd*, \$2.

Useful to the tourist because of the amount of useful information on Panama and its history, but the style is not very unusual.

HERGESHEIMER, JOSEPH.

"BRIGHT SHAWL."

1922. *Knopf*, \$2.

"A glamorous romance of Cuba in the days before the American intervention. It is the story of an impressionable, idealistic American youth who espoused the cause of the revolution and of his friendship with a young Cuban."—*Wisconsin Library Bulletin*.

Hawaii

CASTLE, W. R.

"HAWAII, PAST AND PRESENT."

1917. *Dodd*, \$2.

Accurate and interesting material, but not entirely up to date.

LONDON, MRS. C. (K.)

"OUR HAWAII."

1917. *Macmillan*, \$3.

Intimate and readable picture of life in Hawaii. Partly in diary form, giving the life of the Londons on the islands.

POPE, KATHERINE.

"HAWAII, THE RAINBOW LAND."

1924. *Crowell*, \$3.

An interpretation of the islands that adds to the reader's understanding. Style is simple and attractive for light reading.

Buying for a Bookshop

CHAPTER IX

The Buyer and the Sales Force

John Loos, Brentano's, Chicago

NAPOLÉON'S strategy and generalship gained the day at Austerlitz in times gone by, but even a great general cannot gain a victory without an army to support him. He must be fully conscious of that army, familiar with its faults and virtues, capable of utilizing it in such fashion as to get the maximum of effect with a minimum of loss. He must maintain close communication with his lines and sense every move of the battle and its effect upon his troops.

As it is in actual warfare so it is also to some extent in the Battle of Books. The buyer is in the position of a general, books are the ammunition used by his troops, and it is up to him to get the ammunition on the scene in sufficient quantity and in plenty of time. You would not consider an officer particularly capable if he went to Alaska to direct troops operating in South America, yet this is precisely the position of a buyer who loses touch with his sales-force and fails to maintain that contact with them which will give him an understanding of their needs and capabilities.

Whether or not it be his place to direct the actual selling of the merchandise he has bought, it would seem absolutely essential that he get down on the firing line frequently and find out what is selling and who is selling it. In the last analysis the man who buys the goods must be responsible for their disposal and to accomplish that satisfactorily he must have the full co-operation and backing of his sales people.

A successful buyer must have courage and conviction to make his own decisions, but there is no reason in the world for his failing at least to consult his department heads and to utilize their views in forming his decisions. Your salespeople are in the front line trenches, and assuming that you have the right material it should be policy

to obtain their views on at least those books that you intend to purchase in large quantity.

You have a competent man in charge of your travel section. Very well, he has groups of customers to whom he can sell certain books, he has certain preferences about the types of books that he sells. It is to your own advantage to consult with him as to the possible outlet for projected purchases, and to work with him in every way. If that is true of one class of books, it applies to another, to fiction, biography, art books, anything that is bought and sold in the store. Talk to your people, get their views and opinions, and above all be sufficiently broadminded to substitute their ideas for your own occasionally—if only to practice humility.

You may say, well, why all this harangue? These are all very commonplace suggestions, and anyhow any buyer worth his salt ought to be able to form his own judgments without help from the sales-people. Possibly so, and I think many of them endeavor to. But isn't it easier and better to work *with* rather than, as in many cases, against them?

Put yourself in the place of a clerk on the floor. You buy a hundred copies of some books that you happen to fancy or that some clever salesman has sold to you on some basis or other. It may be a book that this particular clerk is not adapted to sell or even one for which he has an active dislike. If he's a good clerk he may sell them all in time, but it has been uphill work and he may resent your loading him up with that quantity. If on the other hand you consult him about something beforehand, and he suggests a quantity which you order—naturally he feels a responsibility in connection with that particular volume. He *helped* you buy it and

therefore it's up to him to get rid of every last one of them. It may well be that some people who read this will mutter to themselves, "a soldier is not paid to think." Again, possibly not, but unfortunately (or fortunately) in our day and age both soldiers and salespeople are doing a fair share of their own thinking, and it becomes correspondingly impossible to *drive* people in the particular directions in which we want them to go.

In one of our stores, when checking a publisher's list, we send the cards for such particular stock to the person in charge of that department. He or she marks the card with the stock quantity that might be ordered from the salesman. The cards

are then gone over and the quantities if reasonable allowed to stand, or if necessary reduced or increased. This serves a double purpose, it tests the judgment of your clerks and places a definite responsibility on them for books ordered.

These conclusions are, of course, based on my own personal experience to some extent and perhaps apply more directly to stores with a sizable personnel. Nevertheless, I do feel that in principle they can be applied in any store large or small. The buyer with five or six salespeople to consider can work with his force along these lines quite as easily as the buyer with twenty or thirty, perhaps more easily. Try it out yourself.

Census of Book Manufacture

*Publishers Are Called on for Production
Data on a Revised and Improved Schedule*

THE biennial census of manufactures established in 1919 will shortly be taken, covering the activities and productions of the year 1925. It is expected that this year the figures as to printing and publishing of books will be collected in such shape as to be of very much more importance and interest to the booktrade than have the previous records. Formerly, the production of books and pamphlets was lumped into one total, which gave a figure that was not of any real help in estimating the general activity of book publishing, as the production of pamphlets in the country is enormous and might swell or reduce the figures out of relation to the totals that would come from the real booktrade.

A related difficulty existed in the field of book binding, where the records lumped together the binding of printed books and the binding of blank books. If these two classifications were kept separate, a figure would be provided that would check against the totals of book printing and publishing and help to give an accurate picture of what was being produced.

The National Association of Book Publishers has been several times in consultation with the Bureau of the Census in the

past two years and has assisted in reaching an agreement on a plan which ought to bring about better results. The form which will be used provides for fifteen different classifications of books and for an entirely separate totaling of the pamphlets. The law obligates publishers to give this information, and, if real care is taken in making it accurate and well classified, the figures will be of great value and of increasing importance as they can come into comparison with the results of future years. If progress and decline in various groups of books can be properly charted and if the totals can give some idea of the rate of expansion in book consumption, it will help the publishing world to chart its course and to make new plans with added confidence as to the results that will attend the efforts.

Book publishers not only have need of setting up forecasts of how certain titles will sell but also of how certain types of books are being produced and purchased. The last census indicated that there had been in recent years a very rapid increase in the market for children's books (a figure not likely to be swayed by pamphlet inclusions), and this fact gave reason for new plans and investments in that field.

Census of Manufactures, 1925

PRINTING AND PUBLISHING

Books:

	Language	Number of Titles	Total Number of Copies	Value \$
1. Textbooks (for school use)				
2. Juvenile books for general use				
3. General literature:				
a. Agriculture				
b. Biography				
c. Fiction				
d. Fine arts				
e. History				
f. Law				
g. Medicine				
h. Poetry and drama				
i. Religion and philosophy				
j. Science and technology				
k. Sociology and economics				
l. Travel				
m. Miscellaneous				
Total				\$

Pamphlets:

1. Texts (for school use)	\$
2. Juvenile (for general use)	
3. General literature (specify class) ..	
Total	\$

Specify class in accordance with the classification of books above, "a. Agriculture," "b. Biography," "c. Fiction," etc.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER

F. G. MELCHER

December 26, 1925

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Travel

THERE is every indication that the travel book campaign in January is taking hold of the imagination of publishers, booksellers and the public. Never has the American public been so much in the mood for travel and so open to the idea of reading on travel. The savings banks of the country are back of the general movement with the slogan, "Read, Save and Travel," which, if well conducted, will bring to the savings banks new accounts from people who are willing to plan a systematic saving in order to provide for a European trip on the same basis on which they have formerly saved for a Christmas fund. And in the general travel interest the old precept, "See America First" is not forgotten. Everyone not going abroad is going to Florida.

Still further cooperation on the travel idea comes from the European railroads, which have been sending over quantities of their wonderful travel posters, posters of such beauty and colorfulness that they are put up in all kinds of public places to add their strong appeal for a new interest in travel.

The regular travel agencies are finding that all kinds of trips are now in increasing demand, and in January there will be a tremendous amount of advertising space in all the newspapers as the dates for around-the-world trips or Mediterranean trips approach. Those who take these trips are interested in reading about them,

and those who hope to take them some day are equally interested. Travelers of recent seasons have many times commented on the number and variety of the travel books that the excursionists carry with them.

It is when a variety of groups find common interest in such a subject as travel that the most effective work is accomplished, and it seems certain that 1926, especially the winter months, will see a high tide of attention to all literature of travel.

One Effect of Price-Cutting

CORPORATION attorneys who have studied the various decisions which have affected the question of price standardization have pointed out to the manufacturers they serve that there is at least one method by which they can absolutely control their prices and see to it that the price established in one city will be maintained in the next, and that is by the system of agencies. This means that, when large business interests are at stake, there has been increasing tendency to establish consignment and agency systems, chain stores, service stations and the like, each under special bonds to the manufacturer to maintain the established price.

It is certainly not to be believed that this duplication of distributive systems is an economic method of selling, and it has been freely said that the lack of any method to maintain prices thru the ordinary channels of trade is becoming indirectly an expense to the public because of this network of agencies that becomes necessary. Small producers are handicapped because they cannot set up such systems of agencies, thus providing still further reason for public complaint. It will be remembered that Justice Holmes said in one of the early discussions of price cutting:

"I cannot believe that in the long run the public will profit by this course, permitting knaves to cut reasonable prices for mere ulterior purposes of their own, and thus to impair, if not destroy, the production and the sale of articles which it is assumed to be desirable the people should be able to get."

Copyright Up to Congress

THE Authors' League has completed preparations for the introduction into the Sixty-ninth Congress, probably thru Representative Albert H. Vestal, the new Chairman of the House Committee on Patents, of the Solberg measure amended as the result of the numerous conferences between the Authors' League and other organizations especially concerned with copyright during the summer. Thru these conferences many of the differences of opinion have been adjusted, so that the measure will have better chance of early passage and the great purpose of membership in the International Copyright Union be thus accomplished. Meantime the Perkins bill of last session embodying the Solberg measure, without the modifications which have been found necessary, has been reintroduced, somewhat confusing the situation.

While it is hoped that the important interest of the motion picture producers will be satisfactorily recognized, there will nevertheless be definite opposition from the broadcasting interest, which desires to obtain thru legislation the revocation of the decision of the U. S. Supreme Court that broadcasting is one kind of publication, and from the mechanical music people, who wish to continue a system of compulsory license, to which the Authors' League is entirely opposed, and to keep out of the International Copyright Union. The contentions of the labor unions have been met thru the continuance of the manufacturing clause as far as they apply to the works of American authors.

The controversy between the book publishers on one side and librarians on the other, centers in Section 41, for which a substitute for the original section has been accepted by the Authors' League, after the arguments of both sides had been heard by the Copyright Committee of the League. This is the section relating to importation which, in the original Solberg measure, was equally inimical to English authors and to their American publishers. This substitute as originally drawn has been modified from time to time to meet the criticisms of the library representatives, but unfortunately these compromises have not resulted in concurrence. As thus modified, importation is

restricted, not in the case of books in foreign languages or of English works not manufactured in this country, but only where American editions of English works are made and are kept in print and for sale. This modification is necessary to safeguard English authors in obtaining a proper price for their American market by giving the American publishers complete sale. No more is asked of libraries than that they shall order original editions thru the American publishers, who are required to supply the demand promptly at the English price plus transportation cost, in default of which the libraries may import directly. It is to be regretted that these concessions have not reconciled the librarians to recognition of this important right, especially essential to authors on the one side and publishers on the other.

The Story of the Revision

THIS copyright issue is of the most fundamental importance to everyone interested in the production and distribution of books and the development of the present situation can be stated as follows:

When Congress adjourned last March, all pending copyright bills lapsed. At the suggestion of continuing members of the Patents Committee of the House, before whom such legislation comes, an informal conference to aid in a copyright revision program was begun under the sponsorship of Representative Sol Bloom of New York. All of the varied interests involved in the writing and distribution of literature, music and art were included, as well as the American Library Association.

The first meeting of this general conference was held in April, and half a dozen meetings followed in the next seven months, the latest on December 1st. It was understood that this Conference would furnish a clearing-house for discussion and aid in the forward movement for the entrance of the United States into the Berne Convention. The first chairman was Frederick W. Hume, secretary of the National (periodical) Publishers' Association, and in November he was succeeded by F. A. Silcox of the United Typothetae, both being selected for their neutral point of

view on questions chiefly under discussion.

The Authors' League, which sponsored the Perkins Bill last year, reserved its right to introduce in the new Congress a modified measure even if all the differences of opinion had not been reconciled by the conferees. It was realized that there might be some points of view that were irreconcilable, in which case the alternatives could be presented at the hearings in Congress.

At the first meeting of the conference, Thorvald Solberg, Register of Copyrights, was offered the chairmanship, but he declined while offering full help of his suggestions and comment.

As the various phases of copyright were taken up by sub-committees, certain agreements were reached which the Authors' League gradually embodied in the bill which they will present. It was impossible to cover all matters under discussion previous to the holiday recess of Congress.

Difficulties in Music Field

In the field of music are the most irreconcilable difficulties.

The broadcasters seek to establish in the bill that broadcasting is not a publication or a public performance and that therefore they are not responsible to the composers or authors, a contention already overruled by the U. S. Supreme Court, so that positive legislation is required which composers and publishers alike uphold. The motion picture theater owners and, with them, hotel proprietors wish to establish that the use of music in connection with their entertainments is not a public performance for which they can be held responsible to any greater extent than by payment for the sheets of music used.

The makers of mechanical music—discs, piano rolls, etc.—wish a continuance of the present arrangement established in 1909, which fixes a flat royalty for the use of all copyrighted music. The authors and composers contend that such rights should be on the bargaining basis of other fields.

The motion picture producers, who had introduced a bill of their own known as "The Dallinger Bill," in the previous year, had many points of clarification to urge, and especially pointed out that the Solberg measure gave no recognition of the motion picture as a work of creative originality but

only as a derivative work based on literary matter. They also asked clarification of the paragraph defining the status of work done for hire, which was important to other producers and to the authors as well.

The artists were not satisfied with the definition of their rights in the Solberg measure.

The periodical publishers and newspapers pointed out that those sections of the bill that defined their use of copyright material were indefinite and unworkable.

Book Publishers' Problems

The sections of the measure which chiefly interested the book publishers were those involving a clear definition of the status of books produced under hire, a clearer statement of the status of renewal terms under old contracts, a definition of the geographical extent of the operation of this bill, that is, whether it included our dependencies as well as the United States, and a change in the purpose of the importation clause, which, under the plan outlined by Mr. Solberg, would completely change and undermine the American publishing of books by English authors.

It is at this point that the conflict has come between the authors and publishers on one side and the American Library Association on the other, that Association not having taken any part in the discussions of other points involved. This discussion revolves about the right of the author (and "author" includes individuals, collaborators and corporations producing thru employees) to subdivide geographically the exclusive rights acquired under copyright. Section 12 of the Solberg measure rephrases what is characteristic of all copyright acts in giving to the author, as above defined, exclusive right "to produce, perform or *distribute* his works by any means whatsoever." Then having provided for this right, in Section 15 the measure provides that the creator (whether individual, collaborator or corporation), "may assign, grant or mortgage the entire copyright either generally or subject to limitation for the entire period of copyright or for a limited time or for a *specified territory*." This statement, in the Solberg measure, the publishers contend is sound copyright theory. Its application has been unquestioned, except in the field of books, but

both Mr. Solberg and the American Library Association hold the application of this territorial principle to the field of book publication is unjustifiable.

Inconsistency of Solberg Draft

If there were no importation clause at all, the above provisions of Sections 12 and 15 would undoubtedly give the book publishers the right to control the sale of the books contracted for in this market, but Section 41 of the Solberg measure limits this control, tho it limits it in such a way that the benefit of a controlled market is retained for American authors, while denied to foreign authors. The spokesman for the American Library Association has seen this inconsistency, and has registered for some of his constituents the opinion that there should be open importation, for use or for sale, of books of either American or foreign authors. The Authors' League of America, tho protected in its own rights of territorial division by the Solberg measure has logically taken the point of view of the English author into consideration and believes that this right of territorial control should apply to all.

The right of territorial assignment may be pictured as follows:

The English author (whether individual, collaborator or corporation) creates a book or a set of books and wishes to get the greatest possible benefit from all markets. The author's rights include the undoubted right to assign separately the dramatic rights, serial rights, moving picture rights, etc. It also includes, under generally accepted copyright theory, the right to assign separately, if the author wishes, the rights in the British market, European market, Canadian market or American market. The practical results of the contentions of the librarians and Mr. Solberg are that the English author will have no right to decide whether he will assign the American market separately or not, but it will be decided in advance that he cannot do this, as there would be no provision in the Solberg measure which would provide for the maintenance of such separate assignment. That is, the American publisher could take over the right of the American market, but any bookseller or individual as well as any library would have absolute right to bring in the English

and Canadian editions of the same book, thus completely denying the generally accepted rights specifically phrased in Sections 12 and 15. That this arrangement is not to the benefit of the English authors is obvious, and it has been protested against by the counsel of the English Society of Authors. Their disadvantage is that, if they are not able to offer an American publisher an exclusive market, there is little basis for trading and the price he receives will be adversely affected.

Librarians' Point of View

The argument of the librarians is that, inasmuch as the editions which they wish to see imported will be royalty editions and not pirated editions, the authors will not suffer. The American publishers point out that the English author ought to be allowed to be the judge of his own contracts, and as it is quite obvious that an author's income depends on the total number of books sold he should be allowed to make such contracts as will produce the greatest total sale. It would be hard for anyone knowing the conditions of marketing to believe that as many copies could be sold in this country under open importation conditions as could be sold with the exclusive market in the hands of one interested representative of the author.

The librarians contend that the right of importation is one that they have had since the beginning of our law. The publishers point out that they had this right up to 1891 under copyright conditions that no one today defends, and since 1891, under a bill that has not been claimed to be a perfect copyright act. That the 1891 measure contained compromises no one knows better than the publishers, who were largely instrumental in making the forward step at that time. It is not without pertinence that a leading spokesman of both the authors and publishers who worked for that great step forward in 1891 is the same person who is now chairman of the Publishers' Bureau of Copyright and who protests against the open importation clause as being bad copyright practice.

The publishers further point out that, in the last thirty-five years, as England and America have come closer together in their relations, the unfortunate aspects of this uncertainty of an exclusive market have

been increasingly evident, and that now, in the Solberg measure, the librarians propose to extend this area of an uncontrolled market so that not only librarians and individuals can import any book but bookstores and dealers besides.

After the specific establishment of the principle of subdivided territory as the basis of the marketing of books, the publishers believe that all consistent steps should be taken to make literary intercourse as free as possible without abandoning the principle. For that reason as outlined in preceding editorial, the area of the protected market is confined, in the Section 41 included in the new Authors' League Bill as a substitute for the Solberg draft, to books in the English language for which an American publisher has an assignment of rights, the importance of which rights he emphasizes by undertaking to manufacture an American edition. That is, the area of restriction is limited to the books on which English authors and American publishers have large interests at stake. This means about 1,000 titles a year. This limitation is further modified by providing for the importation of all kinds of books, whether for libraries or individuals, provided that recognition be given to the rights of the owner of the copyright by sending the order thru that owner, who is obliged to import at once or to give the library or individual the right to import at once. Furthermore, all question of over-charging is eliminated, for the publisher is obliged to import this book on request, at the English price plus transportation. With control thus modified, the libraries then say that the trouble of ascertaining whether the book is in the American edition is more than they care to undertake. That is, their opposition to a fair deal to English authors, who would like to market their books successfully in this country, is based on a disinclination to take the trouble to learn whether there is an American edition. This is an easy matter and must be invariably done by the bookseller under our present statute. Even under the Solberg measure libraries are obliged to ascertain whether any books ordered from abroad are by American authors. There is no new governmental machinery to set up as

the Customs House is now obligated to keep out copyrighted books brought in for sale, and under the Solberg measure must watch for all importations of American authors.

Just how publishing might be complicated and the English author's books handicapped by any other arrangement can be shown by a few instances:

The English publisher of a book may decide to issue it in paper parts. The American publisher, knowing that the machinery for distributing books in parts is not highly organized in this country, would decide that it was to the best advantage of the author and himself to issue it in cloth binding. He is then in the position of being in competition in his own area with the English edition in parts or the Canadian edition, if a Canadian publisher chooses to issue it in that form, and he is still further handicapped by the fact that no duty is levied on books imported either for libraries or schools, a privilege that the publisher himself was the first to support in the last discussion of tariff.

Let us take another instance. The sale of fiction in this country in the first edition, tho much larger than in England, takes a longer time to develop. It has been found advantageous by authors not to give permission for a reprint edition until two years after the publication of the \$2 edition. In England, on account of the comparatively small purchase of fiction at 7s. 6d., except for the circulating libraries, and the small compact market quickly covered, they are ready for a reprint edition within the year. This would mean that, under the Solberg measure, these reprint editions would come freely into this country, for use or for sale, in competition with our \$2 editions, and introduce a new element into bookselling here that would seriously curtail the incomes of both English and American authors.

The open importation afforded by the Solberg measure practically eliminates individuality in the promotion plans of any American publisher, and every move he makes and every publicity plan he undertakes must be weighed with the knowledge that this market, in which he is promoting the sale, is to be covered, also, by editions from other producing areas.

The Colony Book Shop

An Interview With Miss Josephine Farrell, one of the Proprietors of The Colony Book Shop, Lexington, Ky.

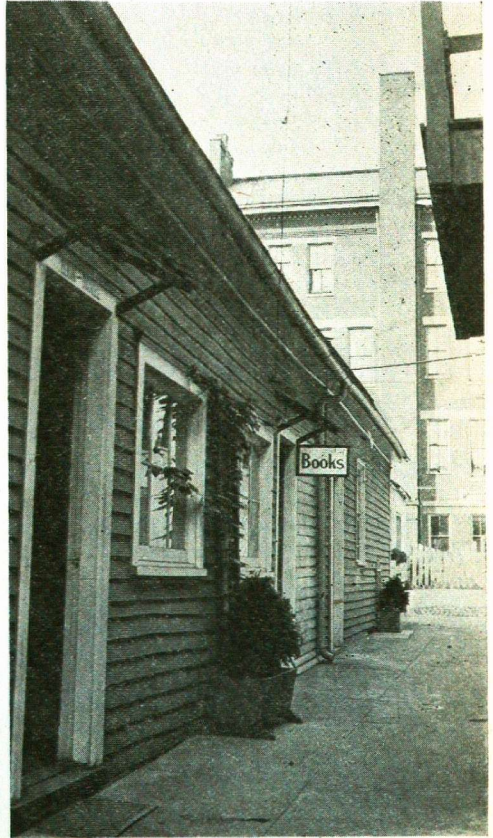
Russell Raymond Voorhees

IN Lexington, Ky., there is a bookstore, the only exclusive bookshop in this enterprising Southern city of 50,000 population. It is run by two young society girls of Lexington, two sisters. They are Josephine and Judith Farrell. They have traveled and they have lived abroad. They love books and have caught the human element in them. Realizing that there was no exclusive bookstore in Lexington and also believing that books are a vital part of every cultured community they opened The Colony Book Shop in what is known as Colony Court. Colony Court is just a "hole in a lot of backyards," if one can be permitted to say such a thing. It is more properly speaking several small, old and quaint little cabins and buildings which have been taken over by different enterprising young women and made to bloom like a bit of the Old World. Romance lurks in the niches and corners of Colony Court, and so it was there that the Misses Farrell decided to open their bookshop.

"We have tried to have our little shop more bookish than commercial with the result that we have no rolls of paper and no twine holders around the place," said Miss Josephine Farrell. "We wrap books to be sure, but we have the paper off in one corner where it won't be seen.

"Our idea was to make this a real bookshop. We welcome people who want to come in here and browse around. They are book lovers, and so we love them. We love their company. We like to talk to them.

"There are two universities in Lexington. We make it a practice to post notices of the new books on the bulletin boards of both colleges and invitations to the students to pay us a visit whenever they can. We always welcome them here. As a re-



The Colony Book Shop Is In An Old-World Corner of Shops

sult they come in and talk to us. They buy books, too.

"Fiction is, of course, the biggest seller with us altho biography, memoirs and other books with a distinctive human element in them are also very big sellers. Books with the personal element in them seem to be gaining in favor with the reading public.

The travel book is another big seller. People like such books especially when they are written from the human side rather than from the purely travel angle.

"We also do some business on special editions of English books. There are quite a number of people who have caught the idea of making their library not only a well stocked library but a beautifully stocked library. Such people come to us for special editions that are in better bindings than the regular editions.

So they have built up a profitable business in the year that they have been established in The Colony Book Shop. While the entire enterprise is a business run to make profit, they have harbored the idea from the start that it would be possible to combine commercialism and books without sacrificing the human side of books. That is what they have done. The walls of the little bookshop are lined with volumes but it doesn't look exactly like a bookstore. It more closely resembles the quaint little den

or study of a bookworm. Right in front of the entrance to the shop there is a table. It might be a table in any well-decorated home. On this table there are the new things that are out of the ordinary but worth while. In the old-fashioned windows with their many panes of glass still other books are displayed. And the panorama of color, the varied hued jackets of the books blend into each other to lend a pleasing note of color to the whole scene.

It may be difficult to catch this human element and preserve it. It may be still more difficult to make it live on the shelves of a bookstore. But if it can be done there is no doubt about the fact that a different sort of a bookstore will be the result. And further there is no doubt about the fact that it will pay in dollars and cents. These girls live and have their being in books. And Fate seems to have played the same trick on them that Fate quite frequently plays on people who do tasks for the love of the doing.

Building Up a Booktrade

*Nathan Abrams, Manager, Atlas News Co., San Antonio,
Tells How He Built Up a Brisk Trade in a New Line*

B. C. Reber

I DECIDED to add popular copyrights to my stock, early last spring. It was something new and I was not sure how such a line would appeal to my customers. However on the assurance of the salesman that the books were good sellers, I placed an order for 500. I decided also to make a good job of it. Too many dealers will place an order for books, get them in, make no effort to push them, and then blame the books because they don't move faster.

I went to a millwright and had him make an attractive rack on which to place the books. This was built so it could be hung near the entrance. I then arranged a place on my shelves for the reserve stock.

I had ordered a selection of popular

well-known novels, and I felt that there was no reason why they should not go well if given the proper incentive. I had for the most part chosen the books of authors who had had several published, for I felt that if I could sell a customer one book by an author and he enjoyed it, it would be easier to sell him all the others.

The books came in and were arranged in as attractive a manner as possible. I showed the books to the two young men who were to help me sell the books, and told them to sell everyone that they could.

We all got behind those books, and it wasn't long before I could see that they were moving in good shape. We informed every regular customer that came in of our new stock of books and suggested those

which we thought they would enjoy. We were able to do this by recalling the type of magazines they had been purchasing, and then selecting books as near as possible to this type.

Within four months of the time that the first order was placed, we were sold out and another order had been sent in. I saw that there was a good business in books if anyone was willing to push them as much as they deserved. I began to study the posters which announced the films at the movie houses, and when a film of which we had the book was going to be shown, we used this as a sales argument for buying the book. Naturally, this was a timely opportunity, and we again sent our sales up by taking advantage of it.

The second shipment of 500 came in, and we dug into them determined to get rid of them quicker than we had the first; and that is just what we are going to do. They are moving along fine, and it won't be long now before we will be sending in another order: and it is going to be for a 1000 next time.

I have found from my own experience and observation that the average bookstore does not push its stock enough to keep it moving as fast as it should. We are making a big thing of our books, and I intend to make them one of the biggest sellers in my store.

In order to sell books, you've got to put a little effort and a little money into the work. The rack I had made has helped to keep the books to the front in an attractive manner. Then, I have used all the advertising material sent out by the publishers, and that, too, has helped. The big thing, however, is to make your customers see what you have.

We point out our book rack to the customers, and tell them of every new book which we get in. At the present time we are sold out on the Tarzan series by Burroughs; we are low on the Zane Grey books; and we shall have to reorder soon on books by Emerson Hough and other popular writers.

In a selection such as I bought at first, there are always a few classics. By this I mean "The Last Days of Pompeii," "Quo Vadis," and others. Naturally, there is not such a demand for these as there is for the more popular novels, but

we watch for school teachers and college students who come in from time to time and recommend the books to them. In this way we are soon sold out on these.

I don't think there is such a thing as a dead book, for if it has a live dealer behind it, it will soon be sold. I know from my experience with magazines that people have a very wide range of tastes and likes. I used to wonder why some magazines would be sent in on trial. They didn't appeal to me at all, and I never gave them a great deal of space; but I soon found that people hunted them out and bought them anyway.

When I put in a line of books, I remembered this and gave one and all a good place. If I saw that certain books were not moving as rapidly as the others, I made a study of them to see what kind of books they were; then I watched for the class of people who I thought would appreciate these books and got rid of the books in a short time.

I know of another news dealer who has had books for some time. He has carried tracts, pamphlets, and popular fiction. Much of his stock is still on hand. It is becoming shop-worn and frayed, because of much handling and little sale. He will probably be compelled to give it away or sell it at a reduced price to move it before long.

I do not make this statement to talk about another shop, but to show that you must get behind your stock, if you want to move it. I never wait until a thing becomes stale to start pushing it, but keep a close check on it and if it is lagging in sales, it is a flop, and I get busy selling it out before it is too late. Selling an article at a reduced price will not help to satisfy the customer if the article isn't any good; and it will hurt your business in the end. If the customer buys at the regular price, however, and the article isn't what he expected, he is more apt to blame his own judgment.

There is a big market for books. People feel that they don't have time to read them, but if you can get a good snappy book in their hands and get them interested, they'll take time to finish it and come back for another. That's what helps sales, and keeps the stock moving."

Have You Tried This?

Practical Business Hints From Other Bookshops

One dollar paid for each contribution found suitable for this page. They should be briefly stated and practical.

The Bookshop Paper

GILBERT FOX, a correspondent, writes us of a distinctive and interesting feature of the Booklovers' Shop in Pittsburg, Pa. The shop puts out a little paper called the *Bookmark*, which is published several times a year and mailed to the shop's customers. Recently the *Bookmark* used a bookish acrostic, which read:

B is for Bachelor, a perennial one;
The book is a prize and chuck full of fun.

O is for Outland, whose lovely lost city
Miss Cather's professor describes in terms witty.

O is also for Oppenheim, whose prolific pen
Has produced a new thriller—a god-send to men.

K is for Kenworthys, whose story is told
with a skill that is graphic, and leaves no heart cold.

L shows us Laughter, not merry but Dark,
Which rings in the background with sinister mark.

O suggests O'Brien, whose short story collections
Brings to one's memory pleasant recollections.

Venetian Glass Nephew trails Jennifer Lorn,
A silicate soul on a pale crocus morne.

E is for everyman, whose famous edition,
Brings books within reach, what'er one's condition.

Red Lamp is a tale in Mrs. Rinehart's best vein,
Mystics and murder—your interest won't wane.

S is for Serena, whose aim is to marry,
Almost to the end the men are too wary.

S stands for Smiths, whose keen delineation
Offers both humor and real fascination.

H is for Harbor—Cold Harbor it's called.
The story is clever, one is often appalled.

O is a letter few novels begin with,
But it ends one, Taboo, which we think Mr. Steele may win with.

P is Pandolfo, Mr. Locke's latest hero,
Whose fortunes and follies rise far above zero.

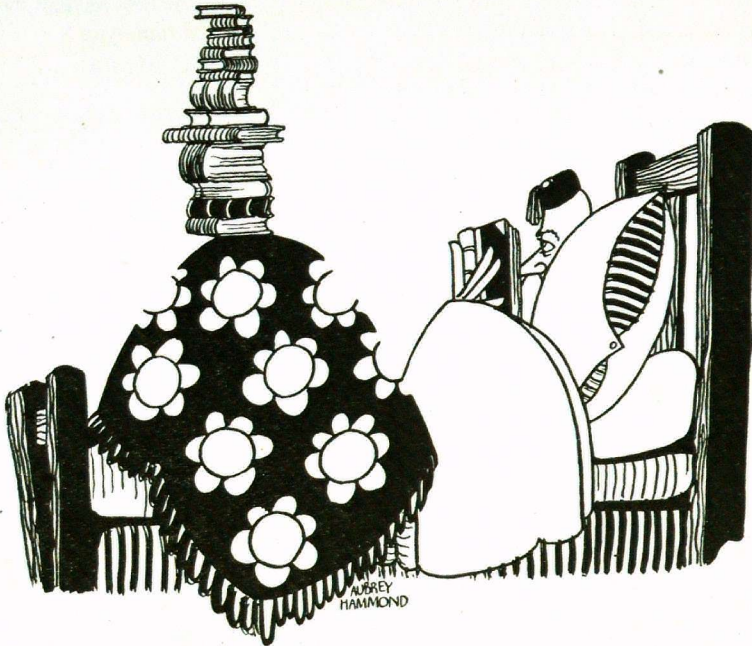
Quotas

THE firm of J. K. Gill Company establishes quotas for each department of the big store, and the salesmen in each department are under constant incentive to make this quota and to exceed it, if possible. The house organ of the company always gives record of any especially fine department accomplishments.

Book Ad in Rotogravure

THE rotogravure process has been turned to splendid effect in book advertising by Stewart Kidd of Cincinnati. In a recent issue of the Cincinnati *Enquirer*, they took a three-column ad fourteen inches long to picture rare books in fine bindings. The result from the ad and the effect made by the appearance of the books in this process amply justify this effort. The advertisement started with a panel row of a dozen books in fine bindings, then small panels showing inlaid bindings and illuminated pages and further rows of beautiful volumes. Each book was described in the paragraphs of text running along the side, the books varying from Montaigne's *Essays* in half calf at \$5 to Tennyson's "Holy Grail" illuminated on vellum by Sangorsky and Sutcliffe, magnificently bound in jeweled design at \$5,250.

In the Book Market



Christmas De Luxe

Drawn for Edwin Valentine Mitchell's "Book Notes"
by Aubrey Hammond

COLLECTORS of Rackham, who are many, will have to add to their list of desiderata the large paper edition of "Poor Cecco" by Margery Williams Bianco which has been published in an extremely limited edition of 110 copies, signed by the author and with no London issue at all, as Rackham sold the paintings outright in this country. The volume has been beautifully manufactured by Doran, publishers of the trade edition, but sold by F. Bianco (old and rare books at 18 West 8th Street, New York), husband of the author and father of Pamela Bianco. The volume is priced at twenty-five dollars.

CLARA LAUGHLIN, author of "So You're Going to Italy" and "So You're Going to Paris," has a very successful travel service, at Marshall Field's in Chicago, which she combines with her books.

THE editors of *The Dial* have announced that The Dial Award of \$2000 for distinguished service to American letters has been given this year to Edward Estlin Cummings. Mr. Cummings is the author of a novel, "The Enormous Room" (Boni & Liveright), and of three books of verse, "Tulips and Chimneys" (Seltzer), "XLI Poems" (Dial), and "Amperсанд" (privately printed and distributed).

The Dial's practice of awarding \$2000 each year to some young American writer was begun at the close of 1921, Sherwood Anderson being the first recipient. In the following years the award was made successively to T. S. Eliot, to Van Wyck Brooks and to Marianne Moore. There is no competition for The Dial Award. The editors merely confer it upon a writer who has in their opinion made a notable contribution to American letters.

Built-In Bookshelves

IN the October 24th issue of the *Publishers' Weekly* appeared an article on the growing American interest in built-in bookshelves. The following letter in the *Architects' Journal* from Maurice Marston in the subject.

To the Editor of the *Architects' Journal*:

Sir,—In the course of one of his delightful essays, A. G. Gardiner very truly says that "books are the cheapest, as well as the best part, of the equipment of a house."

This at once raises the question: Does the modern house contain bookshelves? Does the architect of the modern home consider bookshelves as a part of the actual construction of the house itself?

It has recently been my fortune (or misfortune) to be shown over several newly-built houses in the north-west district of London. Not one of these houses contained any provision for the accommodation of books. Every other modern convenience had been installed, electric light and heating plugs, the newest model hot-water boiler and rubbish destructor, motor garage, indoor coal cellars, hot-water cupboards—all these, and not a shelf in the house!

It occurred to me then that few architects or builders can realize either the practical aspect of built-in shelves or their decorative value to the modern room. Surely a moment's reflection will convince anybody of the great improvement such shelves represent over the hideous book-cases usually provided by the furniture shop.

I am not suggesting that the built-in book shelves should be elaborately decorated, but that they should conform, in design, to the architectural treatment of the room.

In anticipation of the retort that "there is no demand," I reply that a clever salesman could point out to the prospective house-purchaser the decorative value of books on built-in shelves; he could mention the prohibitive price of book-cases; he could flatter the purchaser by assuming that he, at any rate, *must* possess a great quantity of books; and, finally, he could

assure his client that such shelves were the very latest fashion.

No fewer houses would be sold. Authors and the booktrade generally would benefit. And perhaps the purchaser might even read the books he had bought to fill the shelves!—I am, yours truly,

MAURICE MARSTON.

Communication

AUTHORS AS WRITERS OF AD COPY

Port Washington, Long Island,

November 14th, 1925.

Dear Mr. Melcher:

I HAVE just noticed in a late number of the *Publishers' Weekly* a letter from Earnest Elmo Calkins. In this he takes rather sharp issue with the brief note which, in response to your request, I wrote on the subject of "Authors As Writers of Advertising."

Mr. Calkins has long been noted as an authority on advertising, is a very keen analyst, and has given, I understand, much study to the problem of book promotion. I am therefore sorry that I overlooked his name in suggesting that you secure some illuminating comment from such experts as Bruce Barton and Charles H. Denhard. Mr. Calkins has here started the ball, and any word he has is well worth attention.

However, tho usually eminently fair, he has not been quite that at one or two points. He must, for instance, have overlooked the latter half of my letter where I particularly stated that "clever and ingenious copy would help as all such advertising does, no matter by whom written."

Still—and here is the rub—I am afraid that the minute a writer signs his copy, he gives the effect of an endorsement. To stand on its own merits the copy should be without signature. For would not most people, reading as they run, remember but the name of the novelist or poet and think that he was endorsing the book about which he was writing?

That is why I said that the use of such copy should not degenerate into a common practice. As a rule, authors are by temperament unfitted to acquire the fine de-

tachment of the ideal advertising man and could not write continuously about any publisher's output these days and find for each book that particular audience of which Mr. Calkins very properly speaks. Nor, since the signed advertisement is by implication at least an endorsement, can you have a whole host of authors running wild in print with their copy or they won't be believed any more than the actress who swears by all that's holy that Sweetcud is her favorite chewing gum or the dramatic writer who testifies that he sits up, each night, with Muriel. The parallel is not so far-fetched as it seems; which was the reason for my stating that "the stunt should be used with discretion."

As for Will Rogers, Mr. Calkins informs me that that delightful rope and word twister does not use tobacco. I should have known that; and, knowing it now, can but jump to the conclusion that Will does not approve of Bull Durham or any form of the weed. Certainly he can have but little real interest or faith in it. And yet Mr. Calkins states that "the presumption is that the copy-writer always has *some* belief in the article advertised"—the statement being tragic rather than ironic. Of course, such publicity is distinct from Mr. Cobb's ventures in the field, but this advertising of a product not believed in is an example of just what we want to avoid in the book game, except perhaps with such books as the Cross Word Puzzle volumes or Doctor Traprock's, which lend themselves readily to such entertaining exploitation.

The effectiveness of such publicity, too, has been questioned by many of prominence in the advertising field. It is almost an axiom that advertising is primarily intended to sell and not to entertain—also that the product advertised should always be primary to the writer of the copy exploiting, or the endorser of the product.

And in a way this truth might be applied as a diamond test *even to straight copy signed by writers of note*. The product too often would be not primary but secondary to the illustrious signer. Too many men in the street would look at the signature and grow cynical. "What of it?" they would say. "He gets a pretty fat price for saying all that." I am told on good authority that even the endorsing of

articles by prominent stage-folk is now not so eagerly sought after by astute manufacturers.

What I have been particularly anxious about in all this brief discussion is the sincerity which should go into the exploitation of any good book. More than any other commodity does a good book require that quality behind it. And, careful as all fine publishers are, they cannot, with their large lists, these days, see to it that that quality is always present in their advertising, tho, of course, it is true that no book is published without the belief of some one in it, that is, the conviction that some audience somewhere will welcome it, if it is brought to their attention. One has only to listen to the confidences of writers of advertising now on publishers' staffs to realize this. They are gifted, conscientious men, but they are uneasy, sometimes even cynical over many of the blurbs they are forced to write. And this is particularly true of fiction copy in a day when publishers, thru conditions over which they can have little control, publish too much—far more, certainly, than they would like to.

So altogether it seems to me that while the use of signed copy written in all sincerity might swell the occasional book's sale, the general adoption of such campaigns would not be effective.

However, this is the, perhaps, idealistic point of view of a writer who at present is at a considerable remove from the publishing and advertising game. Perhaps Mr. Calkins, who, by the way, is an author of note as well as an advertising authority, or one of the other gentlemen mentioned in the first paragraph will further clarify the situation.

Sincerely yours,
ROBERT GORDON ANDERSON.

Periodical Notes

ALFRED HUMAN has resigned as managing editor of *Musical America* in order to become editor and publisher of his own monthly, *Singing: The Voice Magazine*. This is said to be the only magazine of its kind. It will be devoted to the human and educational sides of opera, concerts, pedagogy and allied subjects. The offices are in the new Steinway Hall, 111 West 57th Street, New York City.

Obituary Notes

THOMAS J. VIVIAN

THOMAS JONDRIE VIVIAN, author and editor, died December 14th at his home in New York. He was seventy-eight years old. For thirty years Mr. Vivian was associated with the Hearst newspapers and during most of the time served as foreign editor of the *New York American*. Recently he had become interested in the literary side of the motion picture industry. In addition to his editorial work Mr. Vivian had written several novels and short stories. Books by him included, "Seven Miles and a Few Fibs," "With Dewey at Manilla," "The Fall of Santiago," "Everything About Our New Possessions," "Luther Strong," and "The Fairy Spinning Wheel," translated from "Les Contes du Rouet" by Catulli Mendes.

PROFESSOR EDWARD SYLVESTER MORSE.

PROFESSOR EDWARD SYLVESTER MORSE, noted zoologist and former professor of zoology at the Imperial University of Tokio, Japan, died in his 88th year at his home in Salem, Mass., on December 21st. Professor Morse was born in Portland, Me., June 18, 1838. He was educated in public schools there and in Bethel Academy. For three years he was assistant to Louis Agassiz at the Lawrence Scientific School, Cambridge, Mass. In 1871 he took up professorial duties. During the later years of his life he wrote many works on scientific subjects. His books include: "First Book of Zoology," "Japanese Homes and Their Surroundings," "Catalogue of the Morse Collection of Japanese Pottery (Mus. of Fine Arts, Boston)," "Glimpses of China and Chinese Homes," "Mars and Its Mystery," and "Japan Day by Day."

London Offices

THE most recent directory of the English publishing trade shows that seventeen American houses now have permanent London offices for the sale of their publications and the arrangement of rights for the American publication of foreign literary work.

Change in Price

REGAN PUBLISHING COMPANY.

"Styles of Ornament" by Speltz is now \$6.

Forty Years of Service

THE firm of D. C. Heath & Company has just issued a volume in commemoration of "Forty Years of Service," a record of steady growth and of very high achievement. Of the group that founded this business, only William E. Pulsifer, at present head of the firm, remains. Daniel C. Heath and Dr. Winfield S. Smyth died in 1908, Charles H. Ames in 1911, and James C. Simpson in 1921.

Mr. Heath began life as a teacher, and in 1874 joined the firm of Ginn Brothers, which later became Ginn & Heath. In 1885, this partnership was dissolved and he began business for himself, taking some books from the parent company. The first office of the company was in Tremont Place, Boston, and at present it owns a handsome Beacon Hill residence at 50 Beacon Street. Since Mr. Pulsifer became president in January, 1908, the New York headquarters at 231 West 39th Street has served as the editorial and business head of the business, and in recent years branches have been opened at San Francisco and Atlanta, supplementing the early established branch at Chicago.

The volume gives pictures of many prominent educators and writers who have contributed to the Heath list, including Webster Wells, author of the famous series of mathematical books which were the foundation of the nationwide prominence of the firm.

Business Notes

NEW ORLEANS, LA.—The business of S. D. Siler has been incorporated under the name of "Siler's, Inc." The management will continue the same with the employees participating as stockholders.

NEW YORK CITY.—Israel Soifer at 1244 Clay Avenue has started a mail-order service for new and old books and desires catalogs of publishers and dealers.

NEW YORK CITY.—Burnet-Clark, Ltd., is a new shop at 131 East 57th Street dealing in antiques and in old and modern books.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date [or best available date, preferably copyright date, in bracket] is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F, (folio: over 30 centimeters high); Q (4to: under 30 cm.); (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Ayscough, Mrs. Florence

A Chinese mirror; being reflections of the reality behind appearance; il. by Lucille Douglas. 464p. map O [25] Bost., Houghton

Essays on Chinese life by the author of "Fir-Flower Tablets." \$5

Ballou, Nellie

Etiquette at college. 330p. D [c. '25] Harrisburg, Pa., Handy Bk. Corp. \$2

An introduction to all sides of college life for the girl or boy.

Baxter, George Owen

Wooden guns. 318p. D [c. '25] N. Y., Chelsea House \$2

A romantic story of the West, featuring "Big Jim" Conover, a gunman whom chance transforms into a leader of men.

Baynes, Ernest Harold

Animal heroes of the great war. 363p. il. D c. N. Y., Macmillan \$3.50

True stories of the various kinds of animals that served in the war; including an account of the author who died in January, 1925, "The Man and His Enemies," by Owen Wister.

Beaman, S. G. Hulme

Aladdin, retold and il. by the author. 39p. il. (col.) O '25 N. Y., McBride \$1.25

Biggers, Earl Derr

Seven keys to Baldpate; il. with scenes from the photoplay. 408p. D (Popular copyrights) [c. '13] N. Y., Grosset 75c.

Blasco Ibanez, Vicente

El Préstamo de la difunta, y otros cuentos; ed. by George Baer Fundenburg and John F. Klein. 159p. il. D (Century modern lang. ser.) c. N. Y., Century \$1.10

Bode, William

Sandro Botticelli; tr. by F. Renfield and F. L. Rudston Brown. 195p. (3p. bibl.) il. O '25 N. Y., Scribner \$10

A book on the painter's work, with many examples of his art.

Bonneville, Joseph Howard

Elements of business finance, with questions and problems. 425p. (bibl. footnotes) O c. N. Y., Prentice-Hall \$5

Booth, Christopher B.

The kidnapping syndicate. various p. D (Chelsea House popular copyrights) '25 N. Y., Chelsea House 75c.

Bradlee, Francis Boardman Crowninshield

Blockade running during the Civil War, and the effect of land and water transportation on the Confederacy. 352p. (bibl. footnotes) il., maps O c. Salem, Mass., Essex Inst. \$7.50

Breed, Charles B., and Hosmer, George L.

Higher surveying; 3rd ed. 489p. diags. D '25 N. Y., Wiley flex. cl. \$3.50
This is volume II of the larger work, "Principles and Practice of Surveying."

Aring, Frank F.

Aring's guide to justice court forms. 318p. il. D '25 Chic., Atlas Pr. Co., 416 S. Dearborn apply

Australorp (The); containing a complete description of the breed; articles by master breeders of Australia and New Zealand. 27p. il. O '25 Los Angeles, Keystone Pub. Co. apply

Bagg, Ernest Newton

Late eighteenth century architecture in western Massachusetts. 23p. il. Q (White pine ser. of architectural monographs, v. II, no. 4) '25 N. Y., R. F. Whitehead pap. apply

Bartow, Harry Edwards

The superintendent's guide for 1926. 73p. maps nar. T c. '25 Phil., Amer. S.-S. Union fab. 35 c.

Adams, Mrs. Laura M.

A simple Bible course for daily vacation Bible schools, with full program for each day; primary grade. 50p. S [c. '25] Phil., Amer. S.-S. Union pap. apply

Adams, Mrs. Laura M. and McConaughy, James

A simple Bible course for daily vacation Bible schools, with both Old and New Testament lessons for each day, junior grade. 51p. S [c. '25] Phil., Amer. S.-S. Union pap. apply

Anderson, Benjamin McAlester

The income of the American people and the ratio of foreign to domestic trade, 1890-1924. 14p. O '25 N. Y., Chase Nat'l Bank apply

Brown, Carlos Reynolds

Los puntos principales. 199p. D '25, c. '24
Nashville, Tenn., Lamar & Barton 75c.

A book on Christian doctrines, in Spanish, translated from the original English.

Buchanan, Rev. C. H.

A gospel for the new age; being the reality of religion as Jesus taught it. 400p. (bibl. footnotes) D c. Nashville, Tenn., Cokesbury Press \$1.50

Burleson, David Sinclair

Applied English grammar. 390p. il. D [c. '25] Bost., Allyn & Bacon 92c.

Burton, Sir Richard Francis

The Kasidah of Haji Abdu el-Yezdi. 182p. il. O '26 N. Y., Brentano's \$2.50

This poem has hitherto been published only in limited editions.

Cabell, James Branch

Figures of earth; a comedy of appearance [new ed.]; il. by Frank C. Papé. 295p. O '25, c. '21, '25 N. Y., McBride \$5

Carpenter, William Seal

Democracy and representation. 122p. (bibl. footnotes) O c. Princeton, N. J., Princeton Univ. Press \$1.50

Three essays discussing the principle of representation as it has been applied in the United States.

Chancellor, E. Beresford

The pleasure haunts of London during four centuries. 466p. il. O c. Bost., Houghton \$6

Cladder, Herman J.

In the fullness of time; tr. by Godfrey J. Schulte. 399p. O ['25] St. Louis, B. Herder \$2.25

The Gospel of St. Mathew explained.

Clark, Barrett Harper, and Lieber, Maxim

Great short stories of the world. 1087p. O c. N. Y., McBride \$5

An anthology selected from the literatures of all periods and countries.

Conrad, Harrison

The golden bowl. various p. D (Chelsea House popular copyright) '25 N. Y., Chelsea House 75c.

Crawford, Caroline

Choice rhythms for youthful dancers; music by Elizabeth Rose Fogg. 103p. Q c. N. Y., A. S. Barnes \$3

A collection of folk melodies adapted from original sources and harmonized for educational use.

Cullens, Frederic Bacon

"Luce the foundling"; an Anglo-American tale. 229p. S [c. '25] Richmond, Va., Lewis Pr. Co. bds. \$1.50

Degenhardt, F. V.

"Shows and stunts," practical entertainment for everyone for fun or funds! 216p. il., diags. O c. St. Charles, Ill., Universal Press \$1.50

Advice on amateur entertainments.

Denny, Ernest

"Vanity"; a comedy in three acts. 115p. D (French's standard lib. ed.) c. '25 N. Y., S. French pap. 75c.

Douglas, Mary

The husks of life. various p. D (Chelsea House popular copyrights) N. Y., Chelsea House 75c.

Du Puy, William Atherton

Our insect friends and foes; introd. by Le-land O. Howard. 286p. il. (pt. col.) D (Romance of science ser.) '25 Phil., Winston 80c.

Eaton, Richard, ed.

The best continental short stories of 1924-1925, and the yearbook of the continental short story. 567p. (27p. bibl.) D [c. '25] Bost., Small, Maynard \$2.50

The second annual volume of this anthology contains thirty-one stories from the leading countries in continental Europe, except France.

The best French short stories of 1924-1925, and the yearbook of the French short story. 514p. (6p. bibl.) D [c. '25] Bost., Small, Maynard \$2.50

Translations of stories that have appeared in French periodicals.

Ellis, Havelock, i. e. Henry Havelock

Sonnets with folk songs from the Spanish; lim. ed. 83p. O [c. '25] Bost., Houghton bds. \$3 bxd.

Beall, Sarah

Astronomic determinations by U. S. Coast and geodetic survey and other organizations. 342p. (2p. bibl.) maps, diagr. Q (Special pub'n no. 110) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

Bureau of Industrial Hygiene

An analysis of three hundred accidents in wood-working factories, with suggestions as to safe practice and suitable machine guards. 63p. il., diags. O (Special bull. no. 139) '25 Albany, N. Y., N. Y. Dep't of Labor pap. apply

Cannon, William Austin

Physiological features of roots, with especial reference to the relation of roots to aeration of the soil. 171p. il., diags. O (Pub'n no. 368) '25 Wash., D. C., Carnegie Inst. apply

Carnegie Endowment for International Peace

Annual report of the director of the division of

economics and history for the year 1924. 27p. O ['25] [N. Y.] Author pap. apply

Churchill, J. A., comp.

Oregon school laws, with rules and regulations of the state board of education. 215p. O '25 Salem, Ore., State Pr. Dep't apply

Classification of pupils in elementary schools, The. 160p. (24p. bibl.) O (Ohio Dep't of Educ., special studies ser., 1925, no. 5) '25 Columbus, O., Vernon M. Riegel, Director of Educ. pap. apply

Clemen, Rudolf Alexander

Re-establishing the gold standard in Europe. 12p. O '25 Chic., Ill., Merchants Trust Co. apply

Cross, Samuel H.

Competitive factors in selling to Belgium and the Netherlands. 14p. O (Trade information bull. no. 356) '25 Wash., D. C., Gov't Pr. Off., Sup't of Doc. apply

Espinosa, Aurelio Macedonia, ed.

Cuentos, romances y cantares. 134p. il. S [c. '25] Bost., Allyn & Bacon 80c.
A collection of Spanish popular tales, ballads and songs for use in the classroom.

Figgis, Darrell

The paintings of William Blake. 132p. (bibl.) il. (pt. col.) Q '25 N. Y., Scribner bds. \$35
An essay on Blake with one hundred reproductions of his work.

Fish, Herbert Clay, and Black, R. M.

A brief history of North Dakota. various p. (bibl.) il., map (col.) D [c. '25] N. Y., Amer. Bk. Co. \$1.12

Fox, George

The short journal and itinerary journals of George Fox; ed. by Norman Penney; introd. by T. Edmund Harvey. 437p. il. O '25 N. Y., Macmillan buck. \$3
Published for the Friends' Historical Association, Philadelphia, in commemoration of the tercentenary (1924) of George Fox's birth; he was a Quaker, whose original manuscripts are still preserved in England.

French, Joseph Lewis, ed.

Tales of terror. 233p. il. D [c. '25] Bost., Small, Maynard \$2.50
An anthology including stories by de Maupassant, Edgar Allan Poe, Conan Doyle and others.

Gass, Sherlock Bronson

The criers of the shops. 364p. D c. Bost., Marshall Jones \$2.50
Essays on the intellectual wares offered to the world today.

Gerhard, Albert F.

Handbook for bakers. 503p. il. O (Century vocational ser.) c. N. Y., Century fab. \$5

Gilkey, Charles Whitney, D.D.

Jesus and our generation. 199p. (bibl. footnotes) D [c. '25] Chic., Univ. of Chic. Press \$2
Six chapters originally presented as the 1925 Barrows Lectures in six great student centers of India.

Gill, Augustus H.

Gas and fuel analysis for engineers; 10th ed. rev. 181p. diagrs. D '25 N. Y., Wiley \$1.75

Giloteaux, Paulin

Ascetical ascent of the love of God; progressive meditations on divine charity; tr. by William Reany. 128p. (bibl. footnotes) S '25 N. Y., P. J. Kenedy \$1.25

Gordon, Jan, and Gordon, Cora J.

Two vagabonds in a French village; a portrait group in prose; il. by the authors. 252p. il. (col. front.) O '25 N. Y., McBride \$5
The two vagabonds rest from their travels in the little village of Janac in southern France.

Gordon-Barrett, R. R.

Motoring in France. 220p. il., maps S '26 N. Y., Brentano's \$3
A guide book for motorists, considering such things as costs, hotels, formalities, etc., as well as places of interest.

Hannan, Jerome, D.D.

Teacher tells a story; bk. 1. 275p. D c. N. Y., Benziger Bros. \$2
Story lessons in conduct and religion for every day in the school year.

Hare, Amory [Mrs. Arthur Cook]

The Olympians, and other poems. 67p. D (Contemporary poets, 24) [c. '25] Phil., Dorrance \$1.75

Hargrave, Basil

Origins and meanings of popular phrases and names, including those which came into use during the great war. 382p. O '25 Phil., Lippincott \$2.50

Hassam (Childe), Catalogue of the etchings

and dry-points of; introd. by Royal Cortissoz [lim. ed.]. 110 p. il. F c. N. Y., Scribner bds. \$17.50 bxd.

Hawley, Charles Arthur

The teaching of apocrypha and apocalypse. 184p. S ("Everyday life" bks.) c. N. Y., Assn. Press \$1.50
A study of the books which formed the background for the New Testament religion.

Hayn, Julius J. H.

A geometry reader. 316p. il., diagrs. D [c. '25] Milwaukee, Bruce Pub. Co. \$1.80

Dyer, Rolla Eugene

Application of the Ramon flacculation principle to the titration of scarlet fever streptococcus toxin and antitoxin. 4p. O (Public health reports, v. 40, no. 18) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. 15 c.
pap. 5 c.

Edwards, James L.

Raccoon raising. 49p. il. O '25 Utica, N. Y., Fur Farms Pub. Co. apply

European security

43p. D (Internat'l conciliation, no. 212) '25 N. Y., Carnegie Endowment for Internat'l Peace. pap. 5c.

Fisher, W. S.

Buprestid beetles from the maritime province of Siberia. 8p. (bibl. footnotes) O (no. 2608, Proceedings of U. S. Nat'l Mus.) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. apply

Form of solemnization of matrimony, The, according to the Book of Common Prayer as rev., 1925, with certificate. no. p. S [c. '25] Milwaukee, Wis., Morehouse Pub. Co. bds. 35 c.

Fox, Homer Sherman

World trade in gasoline, with supplementary report on alcohol motor fuels. 102p. O (Trade promotion ser., no. 20) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. 15 c.

Gibbs, Harry Drake, and others

Studies on oxidation-reduction; 7, a study of dichloro substitution products of phenol indophenol. 16p. il., diagrs. O (Public health reports, v. 40, no. 14) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Hammond's complete map of Florida

no. p. map (col.) nar. O '25 N. Y., C. S. Hammond & Co. pap. 25 c.

Hannan, Jerome D., D.D.

Religion hour, bk. 1, story-lessons in conduct and religion. 64p. il. (pt. col.) S c. N. Y., Benziger Bros. pap. 21 c.

Hoffman, Walter Fred

Physico-chemical studies on proteins; the prolamines—their chemical composition in relation to acid and alkali binding. various p. (9p. bibl.) diagrs. O '25 N. Y., Chem. Catalog Co. apply

Hendrick, Welland

A joyous history of education. 111p. D '25 c. '09-'25 N. Y., A. G. Seiler, 1224 Amsterdam Ave. \$1.50

Holliday, Carl

I sat at the gate beautiful. 72p. D c. Nashville, Tenn., Cokesbury Press bds. 75c.
"Being the record of Jacob of Nazareth who was thrown to the lions in the Roman arena in the year 91 A. D."

Hoppé, A. J.

A bibliography of the writings of Samuel Butler and of writings about him [lim. ed.]. 199p. O [n. d.] [N. Y., R. R. Bowker Co.] \$6
With some letters from Samuel Butler to the Rev. F. G. Fleay, now first published.

Hughes, Gwendolyn Salisbury

Mothers in industry; wage-earning by mothers in Philadelphia. 294p. (9p. bibl.) D c. N. Y., New Republic pap. \$1

Hunter, George Leland

The practical book of tapestries. 319p. il. (pt. col.) O (Lippincott home manuals) c. Phil., Lippincott \$10 bxd.

In the light of today. 285p. D c. Bost., Chap-ple Pub. Co. \$2
An anonymous book on religion and modern life.

Johnson, Clifton

Among English hedgerows. 362p. il. D '25 c. '90, '25 N. Y., Macmillan \$2

Along French byways. 276p. il. D '25 c. '00, '25 N. Y., Macmillan \$2
Two reissues with new introductions.

Judy, William Lewis

The dog encyclopedia; a complete reference work on dogs. 184p. il. O c. Chic., Judy Pub. Co., 1922 Lake St. \$2

Kennedy, Robert Emmet

Mellows: negro work songs, street cries and spirituals. 185p. il. O '25 N. Y., A. & C. Boni \$5

Kinsburn, Emart

Tumblebug ranch. various p. D (Chelsea House popular copyrights) '25 N. Y., Chelsea House 75c.

Kitson, Harry Dexter

The psychology of vocational adjustment. 281p. (bibls.) diagrs. D [c. '25] Phil., Lippin-cott \$3

Lee, Jesse

A short history of the Methodists in the United States, 1766-1809; to which is pre-

fixed a brief account of their rise in England in the year 1729. 414p. D ['25] [Nashville, Tenn., Cokesbury Press] \$3

A reprint of a book originally published in 1810 by Magill and Clime of Baltimore: with a sketch of the author by E. L. Shettles.

Litchfield, Frederick

Pottery and porcelain; a guide to collec-tors; 4th ed., rev. 479p. (2p. bibl.) il. (pt. col.) O '25 N. Y., Macmillan \$9

Living Church annual (The); the churchman's year book, and American church almanac, 1926. 604p. il., map D [c. '25] Milwaukee, Morehouse Pub. Co. \$1.50; pap., \$1

Locke, Alain, ed.

The new negro: an interpretation. 445p. il. O [c. '25] N. Y., A. & C. Boni bds. \$5

Lunt, Howard Leslie

Students and teachers guide in thinking and studying. 160p. (5p. bibl.) D [c. '25] Los Angeles, Times Mirror Press \$1.50

McBride, Robert Medill

Spanish towns and people. 260p. il. O [c. '25] N. Y., McBride bds. \$5 bxd.
A new travel book by the author of "A Little Book of Brittany" and other books, who formerly wrote under the name of Robert Medill.

McCulley, Johnston

The black star. various p. D (Chelsea House popular copyrights) '25 N. Y., Chel-sea House 75c.

Macurdy, Grace Harriet

Troy and Paeonia, with glimpses of ancient Balkan history and religion. 270p. (bibl. foot-notes) O c. N. Y., Columbia Univ. Press bds. \$3.75

Studies of the Homeric period.

MacGrath, Harold

The man on the box; il. with scenes from the photoplay. 361p. D (Popular copyrights) [c. '04] N. Y., Grosset 75c.

McPherson, George Wilson

A parson's adventures. 298p. il. D [c. '25] Yonkers, N. Y., Yonkers Bk. Co., 34 St. An-drew's Pl. \$2.50
The autobiography of a well-known evangelist.

Macquoid, Percy, and Edwards, Ralph

The dictionary of English furniture from the middle ages to the late Georgian period; introd. by H. Avray Tipping; v. 2, (Ch.-M.). 371p. il., diagrs. F '24 N. Y., Scribner \$35 bxd.

Keefe, Thomas

Lower taxes. no. p. T c. '25 Staples, Minn., Author pap. 5c.

Kelly, Rev. William R.

The mass for children. 64p. il. (pt. col.) S c. N. Y., Benziger Bros. pap. 21c.

Lewis, W. Scott

The moon, the land of the great silence. 53p. front.

(por.) D '25 Chic., Theosophical Press. apply

McFarland, William Norris

Terrestrial magnetism; magnetic declination in North Carolina in 1925. 46p. map O '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

Modern views of physical science.

153p. D '25 Phil., Franklin Inst. apply

Manlove, George Henry, and Charles Vickers

Scrap metals, study of iron and steel old material; 2nd ed. 286p. O [c. '25] Cleveland, Penton Pub. Co. \$5

Manning, David

The black signal. various p. D (Chelsea House popular copyrights) '25 N. Y., Chelsea House 75c.

Bull Hunter. various p. D. (Chelsea House popular copyrights) '25 N. Y., Chelsea House 75c.

Morris, Sir Henry

Morris' human anatomy; 8th ed. ed. by C. M. Jackson. 1521p. il. (pt. col.) O [c. '25] Phil., Blakiston \$10

Montaigne, Marcia

Her wedding ring. various p. D (Chelsea House popular copyrights) '25 N. Y., Chelsea House 75c.

National Consumers' League, comp.

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Ploetz' manual of universal history; tr. and enl. by William H. Tillinghast; rev. by Harry Elmer Barnes, and others. various p. D (c. '83-'25) Bost., Houghton \$4

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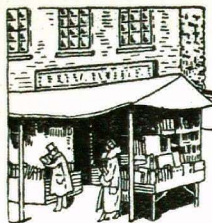
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Old and Rare Books

Edited by Frederick M. Hopkins



FOR two or three weeks the auction rooms will remain quiet. Book sales will be resumed early in January.

RICHARD DE BURY'S "Philobiblon," translated from the Latin by E. C. Thomas, has been printed in the Mediaeval Library by the Oxford University Press.

SIR JAMES MARCHANT has been engaged for the past twenty years in gathering material from many writers and languages for an anthology of Jesus, which Cassel will shortly publish. Beside tracing the life of Christ step by step, the anthology is also intended to present a survey of the progress of Christianity among the nations and its influence upon social and moral life, art and literature, music and song.

"THE Tale of Mr. Tootleoo," a children's book by Bernard and Elinor Darwin, is expected from the Nonesuch Press in an unlimited edition with colored illustrations. Another volume of the Nonesuch Bible is nearly ready, as well as the first volume of Burton's "Anatomy of Melancholy," with E. McKnight Kauffer's illustrations. The completing volume of Burton will follow early in the year.

WILLIAM HICKLING PRESCOTT, one of the greatest of American historians, wrote all his books with the aid of an ivory stylus used over carbon paper in a noctograph, a framework for guiding writing along straight lines. Because of an injury received to his eyes while a student at Harvard, Prescott was rarely able to use his eyesight for more than an hour a day in all, with long intervals of rest, and was often totally blind for

long periods. His correspondence, much of it written with the same noctograph, has just been published for the first time by Houghton Mifflin Company.

THE Widener Library at Harvard has just received as a gift an unpublished autograph letter of Samuel Taylor Coleridge given to it by Mrs. Norton Perkins, of Lawrence, L. I., in memory of her husband, member of the class of 1898, who had a valuable library from which he made several gifts to Harvard before his death last July. The letter is of special interest in that it has never reached the hands of Coleridge's biographers, altho the library officials declare it contains much material which might be used as a further key to his character as shown by his commentators. The letter was written July 2, 1816, to John Hookham Frere, from whom he sought criticisms of some of his manuscripts.

A NEW press, the Argonaut Press, has just been formed in London for the purpose of reissuing travel books of outstanding merit in a manner worthy of their importance. The works issued by the press will not be restricted to any part of the world, but will be selected irrespective both of locality and nationality. Particular attention will be paid to early exploration in Africa, Asia, America and Australasia. The publications will be under the general editorship of N. M. Penzer, M.A., F.R.S.G. The production will be under the supervision of Halton & Truscott, whose publications have merited and received the highest commendation. The press's first publication, "The World Encompassed" by Sir Francis Drake, reprinted from the edition of 1628, will be ready

shortly, and will be edited in the light of recent research with an introductory essay by Sir Richard Carnac Temple, Bart. The volume will be a crown quarto, printed on Japan vellum, the titlepage especially designed by William Monk, R.E. The binding will be quarter vellum, with silk headbands and marker. The edition will be limited to 975 copies for England and America.

AT intervals of a score of years since 1862, four different copies of the first edition of Shakespeare's "Sonnets" have been reproduced in facsimile—each time by a different method—wherefore we may now enjoy looking at the originals, as it were, of a third of all the copies now known to be extant. Of these, three have the rarer Aspley imprint. The first was the Ellesmere copy, now in this country, which was reproduced in 1862 by photo-zincography for Sir Henry James. In 1886 Charles Praetorius issued his facsimile of the Bright copy in the British Museum by photo-lithography—the edition which was prefaced by Thomas Tyler's striking introduction. In 1905 the Clarendon Press published in collotype—the clearest of all of the reproductions—the Malone copy of the Bodleian Library, with the admirable bibliographical preface by Sir Sidney Lee. And now comes the fourth facsimile—that of the Grenville copy in the British Museum—the only one which gives the impression of having been printed from standing type. It is extremely well reproduced by the Chiswick Press, and, with its brief introductory note by Mr. Bartholomew, will receive a wide and deserving welcome.

ABOUT a year ago the Berlin Art Library, which used to be part of the Arts and Crafts Museum in the Prince Albrecht Strasse, Berlin, was removed from the museum proper, but continued to exist in a separate wing and under separate management. This library contained Baron Lipperheide's Costume Collection, an exhibit which in its extent and scope is unique. Baron Lipperheide, a well-known Berlin publisher, in 1865 founded the periodical *Die Modenwelt*, which up to the present time has been and still is a favorite

fashion paper with German women. About the same time the baron began to collect books and plates dealing with fashion, dress or costume, from the earliest to the most elaborate forms of clothing. In 1899 he presented this collection to the Arts and Crafts Museum, founded by the Prussian State. At that time the collection contained 11,000 volumes, 30,000 plates, 300 paintings and as many miniatures. In the last quarter of a century many additions have been made to this collection. It has been planned to found a "Museum of Fashions" which might be united with the Lipperheide Library. Unfortunately, this plan has not yet been carried thru owing to the want of funds. But it is now believed that progress is being made and the extensive plans for this important library and museum may yet be carried out.

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Objectionable books are excluded as far as they are noted.

In answering, please state edition, condition and price, including postage or express charges. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

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 Art World, 1917-18.

The Acorn, Portsmouth, N. H.

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 Catlin's With the Help of God and a Few Marines.
 Adair's Bookstores, 1715 Champa St., Denver, Colo.
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 Lawson, Frenzied Finance.

Alcove Bk. Shop, 936 Broadway, San Diego, Cal.
 Tolstoi's Works, complete or broken set.
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T. C. Allen & Co., Halifax, Canada

Haliburton's Sam Slick the Clockmaker, I, II and III Series, Original.

Amer. Bapt. Pub. Soc., 1107 McGee St., Kansas City
 Blue Book of Nursing, Griffith.

Argus Bk. Shop, 434 S. Wabash Ave., Chicago
 Perverts, Howard.

A Book About Myself, Dreiser, first edition.
 Color of a Great City, Dreiser, first ed.

A. S. Arnold, Metuchen, N. J.

Books on Ancient Egypt, Hieroglyphs, Arts, etc.

Atlantic Monthly Bk. Shop, 8 Arlington St., Boston
 Shakespeare and Music, E. W. Naylor, E. P. Dutton Co.

William M. Bains, 1713 Chestnut St., Philadelphia
 Beatrice Whitby's Awakening of Mary Fenwick.

Baird & Crips, Lebanon, Tenn.

Sets, Parsons On Contracts, vols. 1, 2, 3, 6th to 9th eds.

G. A. Baker & Co., 247 Park Ave., New York

Brown, W. H., Portrait Gallery of Distinguished American Citizens, Hartford, 1845.

Wm. Ballantyne & Sons, 1409 F St. N.W., Washington, D. C.

The Sewells in America, Sir Hector Livingston Duff.
 Aubert, L'Art Mimique.
 Chamberlain, Japanese Poetry, Scribner, 1911.
 Clara Morris, Life on the Stage.

J. E. Banks, Ambridge, Pa.

How To Do Business, Seymour Eaton.

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 Catalogues of Americana.
 Special Lists of Lincolniana.

Barnes & Noble, 76 Fifth Ave., New York

Bohn Translation of Poems of Catullus and Tibullus.

N. J. Bartlett & Co., 37 Cornhill, Boston, Mass.

Maynard, The Naturalist's Guide.
 Impressions, M. E. Steele, Indianapolis, 1893.
 Notes, Critical and Biographical, Gruelle, Indianapolis, 1895.
 Banquet of Plato, Chicago, 1895.
 Puvis de Chavannes, Rood, Boston, 1895.
 Sargent, Handbook of N. E.
 Porter, Mediaeval Architecture.
 Jackson, Renaissance of Roman Architecture.
 Cotterill's Translation of Iliad and Odyssey.

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Called Back, Hugh Conway.
- The Booke Shop, 4 Market Sq., Providence, R. I.**
Literary Shop, Jas. L. Lord, G. H. Richmond & Co., 1894.
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Henry, Travels and Adventures in Canada, 1760-76, 1839.
- Carnegie Library of Pittsburgh, Pittsburgh, Pa.**
Mâle, Emile, Religious Art in France in the 13th Century, 1913, Dutton.
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French, Hist. Coll. of La., vol. 3, 1851.
Moore, Roster of N. C. Troops in Civil War, 4 vols.
Book Review Digest, 1906.
Cole, Cornelius, Memoirs of.
Leibee, Bridegroom Extra, No. 1, 1864.
Fitch, Art of Questioning.
British and Foreign State Papers, set.
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The Forum, January, 1910.
Freund, Police Power.
Fields, Jas. T., Early and Late Papers.
Good Housekeeping, April, 1917.
Hall, James, The Western Souvenir, 1829; Winter Evenings, 1829; Life of Thomas Posey.
Sparks' American Biography, Second Series, vol. 9.
Hamerton, P. G., The Art of the American Wood Engraver, 2 vols., 1894.
Henderson, Historic Churches of New England.
Yale Studies in English, 1909, being Hemingway's English Nativity Plays.
- Columbia Univ. Library, New York**
Davis, W. M., Geographical Essays, Ginn, 1909.
Johnston, J. B., Nervous System of Vertebrates.
Blakiston and Sons, Philadelphia, 1906.
Pellison, M., Roman Life in Pliny's Time, Macrae Smith Company, Philadelphia.
Science Abstracts, Section A, Physics, vol. 8, no. 2.
Spon and Chamberlain, N. Y. City.
Lamb, H., Evolution of Mathematical Physics, Macmillan.
Metcalf, M. H., Outline of Evolution, Macmillan.
Wiseman, Building Optometry.
Wells, H. G., Modern Utopia, Scribner.
Abbott, E., Housing the Wage Earner.
Zeller, E., Stoics, Epicureans and Skeptics, Longmans, Green, 1880.
Stanard, M. N., Colonial Virginia, J. B. Lippincott, Philadelphia, 1917.
Rasebery, Napoleon, the Last Phase, Harper, Bros., 1901.
Woolf, L., Economic Imperialism, Harcourt, Brace, 1920.
U. S. Congress House Committee on Agriculture, Hearings, 68th Congress, 2d Session; Serial CC, part 3, Agricultural Relief; also Serial CC, part 16 to date, U. S. Govt. Printing Office, Wash., D. C.
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Atlas of Bergen County, N. J., 1876

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Cornwallis, The American Campaign.

Empresses of Constantinople, pub. Badger, Boston.

Hudson River and the Hudson River Railroad, Boston & N. Y., 1851.

History of Mt. Vernon

Scribner's Magazine, May, 1910.

Scriptures Historiae Augustae.

Whittier, J. G., Leaves from Margaret Smith's Journal, Boston, 1849.

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 Reid, Nathan, Life of.
 Speare, Hist. of Amer. Slave Trade.
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 Woods, Hist. of Albemarle Co., Va.
 Wordsworth, Poetical Works, vol. 6, Supplemental vol., Lond., 1836.
 Genealogies: Benedicts, 1870; Bretz, 1890; Jennings, 1899; Peck, 1868; Pope, 1888; Rockwell, 1873.

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Fish, Daniel, A Lincoln Bibliography, 1906.
Hancock, Winfield S., Reminiscences by His Wife, 1887.
Keyes, 50 Years Observation of Men and Events.
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Reynolds, G. M., Lonely Stronghold, 1918.
Forbes, C. S., Campagins of Garibaldi.
Griboyedof, A. S., The Misfortune of Being Clever,
tr. by S. W. Pring, London, 1914.
Condit, U. W., History of Easton, Pa., 1889.
- Public Library of Newark, N. J.
Drama, Oct., 1923, July-Sept., 1924.
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Historical Outlook, June, 1923.
Metallurgical and Chem. Eng., Dec. 15, 1916, Jan. 1, 1918.
Monthly Record of Current Educ. Publications, Nov., 1921.
Poetry, Jan., 1925 (pub.).
Popular Astronomy, Feb., 1920.
Psychological Bull., June-Dec., 1923, Aug., 1924.
Psychological Review, July, Sept., Nov., 1923, May, 1924.

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American Rose Annual, vol. 1, 1916, vol. 2, 1917, vol. 5, 1920, pub. American Rose Society.
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American Cyclopaedia Annual for 1894.
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 National Geographic, Feb., 1923, containing article Great Wall of China.

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Popular Magazine, Feb., 1907, vol. 7, Sept., vol. 9.
 Lippincott's Magazine, Nov., 1904, vol. 74.

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